

## Mention for Visual Identification "Human to Business"

**Visual Identification Human to Business was mentioned in the XVII edition of Kreatura Contest, category Design. On the 27<sup>th</sup> of November 2013, the Capitol Theater & Club in Warsaw held the Awards Gala.**

Logotype invented by David Racchi (Partner Walk Group) is representing our mission of *creating solutions triggering the energy to change and action, which support transformation and efficiency in companies*. It is our limitless source of inspiration and amusement.

David comes from Melbourne, Australia. He gained huge experience thanks to his presence in several markets, for instance in Argentina, Belgium or Spain. He specializes in corporate branding, he has to his credit numerous publications and participated in many artistic projects. Received in total 35 prizes in international creative competitions, including the Cannes Awards - three Lions (gold in 2009, silver in 2010 and bronze in 2011) or gold at Epica Awards.

<https://www.facebook.com/photo.php?fbid=691519677534313&set=a.691519457534335.1073741832.339133686106249&type=1&theater>

<http://www.walk.pl/>

<http://konkurs.kreatura.pl/>